

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----180057Z 071675 /70

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FM AMCONSUL MELBOURNE

TO USDOC WASHDC

SECSTATE WASHDC 3727

AMCONSUL SYDNEY

AMEMBASSY TOKYO

INFO AMEMBASSY CANBERRA

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 0135

USDOC FOR USTS; TOKYO FOR USTS

E O 11652 N A

TAGS BEXP, AS

SUBJ: CCP CAMPAIGN #1: VISIT USA TRAVEL PROMOTION EVENT IN
MELBOURNE

REF MELBOURNE 2466

1. AS PROJECTED IN REFTEL, POST INVITED OVER 25 TOP-LEVEL REPS OF INTERNATIONAL AIRLINES, HOTELS AND TRAVEL WHOLESALERS TO MEETING AT CONGEN JAN 11. MEETING WAS CALLED TO DETERMINE LOCAL INDUSTRY INTEREST IN WORKING WITH POST IN ORGANIZING VISIT USA TRAVEL PROMOTION EVENT DURING WEEK AFTER CONGEN SYDNEY'S MARCH 14-17 SHOW. IN ADDITION TO NEARLY 100 PERCENT TURNOUT OF TRAVEL INDUSTRY INVITEES, USTS TOKYO REGIONAL DIRECTOR FRITZ SCHMITZ ALSO ATTENDED ALONG WITH CCP NATIONAL VISIT USA CAMPAIGN DIRECTOR JOHN P WENTWORTH, AND MELBOURNE BPAO QUASIUS. MEETING, CHAIRED AND OPENED BY POST ECONOFF, WAS ADDRESSED BY CONGEN BRAND, SCHMITZ AND WENTWORTH. PROPOSAL FOR TRAVEL SHOW FOR TRADE ONLY OR FOR TRADE AND PUBLIC

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ON SYDNEY MODEL, WAS PUT TO GROUP BY MELBOURNE VISIT USA CAMPAIGN DIRECTOR DANA MARSHALL.

2. AFTER LENGTHY AND LIVELY DISCUSSION, MEETING DECIDED AGAINST SYDNEY-TYPE TRADE AND PUBLIC EVENT BUT ENTHUSIASTICALLY SUPPORTED IDEA OF DOING SOME KIND OF PROMOTION FOR TRADE ONLY, IN WEEK AFTER SYDNEY SHOW. STEERING COMMITTEE OF APPROX 14 TRAVEL

INDUSTRY

PERSONS WAS FORMED TO IMPLEMENT DECISION.

3. STEERING COMMITTEE, AGAIN WITH SCHMITZ PRESENT, MET JAN 14 AND DECIDED TO DEVELOP EVENT ALONG FOLLOWING FORMAT: EVENT WILL CONSIST OF SERIES OF EVENING "SEMINARS" AIMED AT TRAVEL "CONSULTANTS", IE, SALES MEETINGS AIMED AT RETAIL TRAVEL AGENTS. TO REACH MAXIMUM POSSIBLE AUDIENCE, SEMINARS WILL BE HELD IN DOWNTOWN MELBOURNE, THEN IN SELECTED SUBURBAN CENTERS AND, IF POSSIBLE, IN CITY OF GEELONG, 70 MILES FROM MELBOURNE. EVENT WILL BE SUPPORTED BOTH BY USTS TOKYO AND USIS MELBOURNE(BPAO ATTENDED BOTH MEETINGS AND IS ON STEERING COMMITTEE). EACH SEMINAR WILL INVOLVE EXPERT OR PANEL OF EXPERTS AND USE OF SIX-PROJECTOR AUDIO-VISUAL EQUIPMENT AND PRESENTATIONS SCHMITZ WILL SEND FROM TOKYO. AIM OF WHOLE EXERCISE IS TO EDUCATE AND MOTIVATE TRAVEL AGENCY PERSONNEL WHO DEAL WITH PUBLIC, TO SELL MORE TRAVEL TO THE U.S. AND TO INCREASE THEIR KNOWLEDGE AND AWARENESS OF U.S. TRAVEL "PRODUCTS." FORMAT ALSO PROVIDES FOR AIRLINES, HOTELS, GROUND TRANSPORTATION COMPANIES, AND TRAVEL WHOLESALERS WHO WISH TO TAKE ADVANTAGE OF ATTENDANCE OF HUNDREDS OF RETAILERS TO HAVE DESKS AROUND EDGE OF SEMINAR AREA TO PROMOTE OWN VISIT USA PRODUCTS TO RETAILERS AS PART OF EVENT. FIRMS MANNING DESKS WILL BE CHARGED AN AMOUNT TO BE DETERMINED BY COMMITTEE TO MAKE EVENT BOTH ATTRACTIVE AND SELF-SUPPORTING; WHEN ASKED BY INDUSTRY REPS IF USTS COULD HELP FINANCIALLY, SCHMITZ PLEDGED UP TO U.S. DOLS 2000 TO SUPPORT BUDGET, IN ADDITION TO PROVISION OF A-V EQUIPMENT AND SHOW. POST INCLINED TO THINK INDUSTRY SHOULD AND WILL COME UP WITH MATCHING AMOUNT. POST, WILL ASSIST WITH COSTS OF FOOD AND DRINK, UNCLASSIFIED

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CONSIDERED ESSENTIAL BY INDUSTRY REPS FOR EVENING EVENTS.

4. STEERING COMMITTEE MEETS AGAIN AT PANAM'S MELBOURNE OFFICE JAN 20. THAT MEETING, WE HOPE, WILL PRODUCE FIRM IDEAS FOR PANEL SUBJECTS, PANELISTS, FORMAT, VENUE AND COSTS. RECRUITMENT OF WHOLESALER-PARTICIPANTS AND INVITATIONS TO PANELISTS WILL THEN BEGIN IN EARNEST.

5. POST IS GREATLY ENCOURAGED BY VIGOROUS RESPONSE OF MELBOURNE TRAVEL INDUSTRY TO THIS INITIATIVE. WE ARE MOST GRATEFUL TO FRITZ SCHMITZ FOR HIS SPECIAL EFFORT TO ATTEND NOT ONLY THE INITIAL ORGANIZATION MEETING BUT ALSO THE FIRST STEERING COMMITTEE SESSION AND FOR HIS SOLID SUPPORT OF THE COMMITTEE'S EFFORTS. WHILE TIME IS SHORT, WE BELIEVE WE CAN CARRY THIS OFF SUCCESSFULLY WITH THE CONTINUED COOPERATION OF USTS, USIS AND CONGEN SYDNEY.

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